

## ABSTRACT OF THE DISCLOSURE

A matching network system including communication devices, servers and software which enables the provisioning of services and execution of transactions based on a plurality of 2650 private and public personality profiles and behavior models of the users, of the communication devices, of the products/services and of the servers; in combination with the software resident at the communication device level and or the local/network server level. Matching and searching processes based on a plurality of personality profiles wherein the information, communication and transactions are enabled to be matched with the user, the communication device and or the servers. 2655 The communication device is a stationary device or a mobile device, such as a portable computing device, wireless telephone, cellular telephone, personal digital assistant, or a multifunction communication, computing and control device.

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